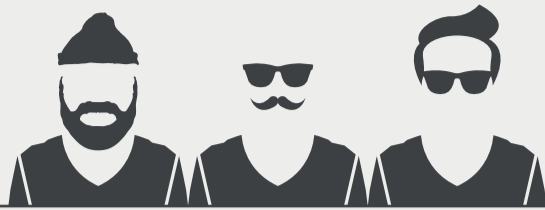


# Coffee Shop Business Tips

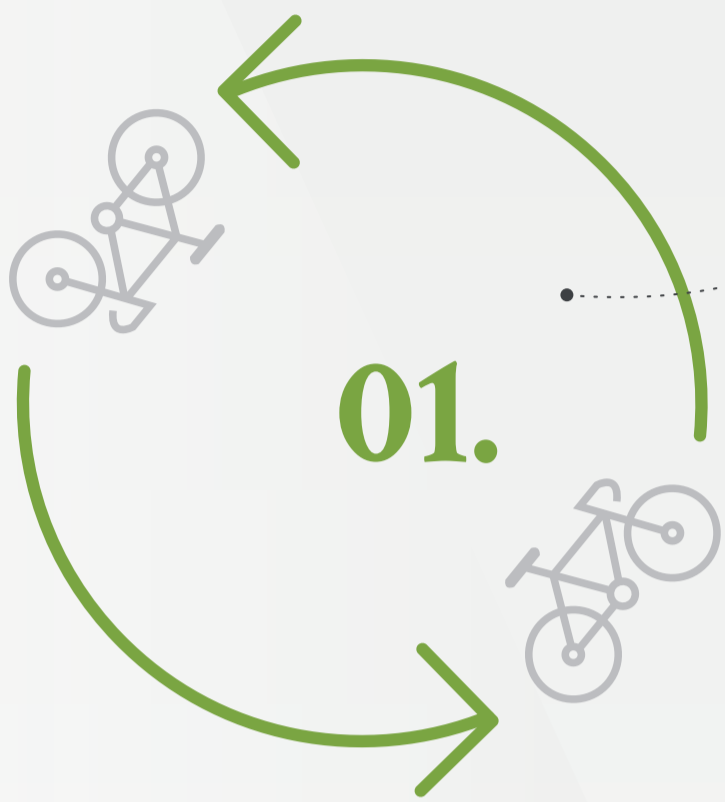
— For Hipsters —



Aiming at the ultra-cool and profitable, hipster coffee-market?



HERE ARE OUR TOP TIPS FOR SUCCESS



01.

## Regularly offer something different

To keep up with the ever-changing hipster tastes, and keep them coming back, you'll need to regularly offer something different. Keep up with the trends and try new coffee blends and other specials on a weekly or monthly basis.

02.



## Deconstructed flat whites anyone?

Flat whites might be the beverage of choice, but for some, the deconstructed flat white served up in a coffee shop in Melbourne went one step too ironic.

Not!

03.

## Provide fast internet connections

It's a must to attract the hipster market, so make sure your coffee shop is up to speed. Alternatively, a gramophone may suffice (see 5).

04.

## Create a pared back, statement look

Use authentic vintage pieces and artwork to ramp up the atmosphere and add in plenty of comfy chairs.

## Have retro tech to play with

05.

It's not just typewriters. Try vintage Nintendo games or even a record player!

## Get the right insurance

06.

It's not only a business essential, but spending a little time shopping around for the best value for money insurance could also help you to boost your profits and keep your business running if something does go wrong. Try Park Insurance for great deals and personal service.

